

Schreiner University
Bachelor of Business Administration
Marketing

SUGGESTED FOUR-YEAR PLAN BEGINNING 2017-2018

This curriculum guide is intended for use in coordination with corresponding degree plan and course rotations

Sample Options

Fall Semester 1

BSAD 1301 – Introduction to Business
BSAD 1331 – Decision Making with Excel
Communication (3)
Elective (3)
IDST 1301 – Freshman Studies

15 Credits

Fall Semester 2

ACCT 2301 – Introduction to Financial Accounting
BSAD 2331 - Economics
Engagement (3)
MGMT 2341 – Principles of Management
MKTG 2340 – Principles of Marketing

15 Credits

Fall Semester 3

BSAD 3310 – Legal Environment of Business
Elective (3)
Elective (3)
MKTG 3321 - Advertising
MKTG 3323 – Marketing Management

15 Credits

Fall Semester 4

BSAD 4331 – Business Strategies
BSAD 4342 - Entrepreneurship
BSAD 4351 – Quantitative Methods in Business
Elective (3)
MKTG 4323 – Purchasing and Supply Chain Management

15 Credits

Sample Options

Spring Semester 1

Communication (3)
Elective (3)
Engagement (3)
Global Perspectives (3)
MATH 1311 – Finite Mathematics

15 Credits

Spring Semester 2

ACCT 2302 – Introduction to Managerial Accounting
Elective (3)
FIN 2342 – Principles of Finance
MATH 2330 – Applied Statistics
Personal and Social Responsibility (3)

15 Credits

Spring Semester 3

Aesthetic Appreciation (3)
Elective (3)
Global Perspectives (3)
IS 3310 – Electronic Business
MKTG 3322 – International Marketing

15 Credits

Spring Semester 4

BSAD 4321 – Business Research
MKTG 4322 – Professional Selling
MKTG 4324 – Business Intelligence
MKTG 4332 – Retail Management
MKTG 4398 – Professional Internship in Business

15 Credits

TOTAL Credits - 120